



TEXAS GENERAL LAND OFFICE

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PRESS RELEASE

High school students compete to create anti-litter PSA

Winner gets ACL tickets, tour of Troublemaker Studios and class party at Schlitterbahn

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AUSTIN — A 30-second video depicting how litter can make its way to the Texas coast might just be the big break for some Central Texas high school film maker.

Texas Land Commissioner Jerry Patterson is calling for entries to the Trash Travels High School PSA contest. All entries must be exactly 30-seconds and must be based on the theme: Trash travels. The winning entry will be aired on YNN, Time Warner Cable's 24-hour local news channel.

"The idea of this contest is to get kids thinking about how trash travels," Patterson said. "Litter in Central Texas can make its way to the Gulf Coast, where we organize thousands of volunteers through the Adopt-A-Beach Program to pick it up."

The contest is open for any Texas student in grades 9-12 who lives in Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Llano, Lee, Travis or Williamson counties. Entries will be judged on the effectiveness of the message, creativity, educational aspects and uniqueness.

First place will receive a private tour of Robert Rodriguez's Troublemaker Studio in Austin, two 3-Day 2012 ACL Tickets, and a class party to Schlitterbahn Waterpark in New Braunfels. Second place will receive four passes to Schlitterbahn Waterpark in New Braunfels and four Austin Paddlesport (SUP ATX) passes, and third place will receive two passes to Schlitterbahn Waterpark in New Braunfels and two Austin Paddlesport (SUP ATX) passes. In addition, the winning entry will be aired on YNN and posted to YNN's Web site (see official contest rules for details). All three winners will be posted on the Adopt-A-Beach Web site.

All entries must be received by April 2, 2012. Late submissions will not be accepted. Winners will be announced in mid-April.

The Texas General Land Office Adopt-A-Beach Program is one of the most successful volunteer efforts in the nation. The goal of the Adopt-A-Beach Program is to not only remove trash from Texas beaches and waterways but to also increase public awareness of the problems of marine debris and beach litter.

As volunteers clean up beaches they record data to learn more about the causes of marine debris and to help mitigate pollution along Texas' 367 miles of coastline. Since 1986, more than 423,000 volunteers have removed more than 8,100 tons of trash from the Texas coast. That's enough to fill up a line of dump trucks 90 miles long.

For additional information on the Adopt-A-Beach Program, or to participate in the next cleanup visit www.texasadoptabeach.org . You may also call the Texas General Land Office toll free at 1-877-TXCOAST.

For more contest details, rules and an entry form. Visit www.texasadoptabeach.org .

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